

Space NK Generates Over £1 Million of Affiliate Revenue with Dedicated Management

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Optimus Performance Marketing (<http://uk.optimus-pm.com/>), the largest affiliate marketing company in Europe, has helped online beauty retailer Space NK (<http://uk.spacenk.com/>) to produce over twenty times the amount of revenue from its affiliate channel since starting work with them last year.

Optimus Performance Marketing (OPM) was chosen by Space NK in July 2012 to manage its affiliate programme, with a target to achieve in excess of £100k in total affiliate sales by mid-February 2013. OPM set out to ensure that Space NK remained in full control of the brand, offers and promotions in order to maximise both customer numbers and sales growth.

OPM began by carrying out a full audit and quickly identified missing affiliates which it actively engaged with to recruit them onto the programme. With over 3000 beauty products from over 60 brands available on Space NK, as well as bespoke promotions (such as free delivery or “silent sales”), it was vital that affiliates received timely communications across specific products and offers in an efficient manner.

Before beginning to work with OPM, Space NK, which has had an affiliate programme since 2010, were averaging less than 1% of total sales from affiliate activity. Since the beauty retailer outsourced the programme to OPM in July 2012, sales have grown to unprecedented levels. In many of the previous months since taking over the management of the account OPM and Space NK have achieved over 10% of total sales from the affiliate channel. Sales that have been generated through the affiliate channel have seen incremental growth for Space NK and in many months has increased by as much as 20 times.

Rob Bostock, Head of E-Commerce at Space NK, said:

“One word sums up our working relationship with the team at Optimus Performance Marketing, and that is “partnership”. OPM act as my in-house affiliate manager, leaving me free to focus on other areas; all the while knowing that side of the program is in extremely safe hands!”

Mark Russell, Managing Director of Optimus Performance Marketing, said:

“I am so proud of everyone’s hard work alongside Space NK, and the results speak for themselves. After starting work on the program in July last year, by November we had achieved the targets set out by Space NK to deliver an increase in sales from the affiliate channel. It is great to see the campaign continuing to grow and delivering over 10% of the total sales for Space NK”

“Space NK’s campaign continues to grow from strength to strength and, is such a brilliant client to work with, long may these results continue!”

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